

Note for Alleyne-Chin, Trish

From: Bautista, Lisa (MS)
Date: Wed, Mar 2, 1994 11:24
Subject: VWI94 RESP APPROACH FCAST
To: Alleyne-Chin, Trish
File(s): CARTON INSERT; CARTON INSERT FORECAST; DM#1; DM#1 FORECAST; DM#2; DM#2 FORECAST; DM#2 IMAGE; DM#2 PRICE; FSI#1; FSI#1 FORECAST; MAGAZINE; MAGAZINE FORECAST; RETAIL; RETAIL FORECAST; VW'93 ITEM/UPC %RED BY POB

Note:

I just spoke with Mark about the #responders for DM P.O. Boxes. As you will see, the #resp. is significantly different from the #resp. based on the OCR codes. We investigated this and found out that for some orders that were received in a particular DM P.O. Boxes, there was no OCR code recorded or the OCR code was incorrect.

Analyses shown have included these unknowns.

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